

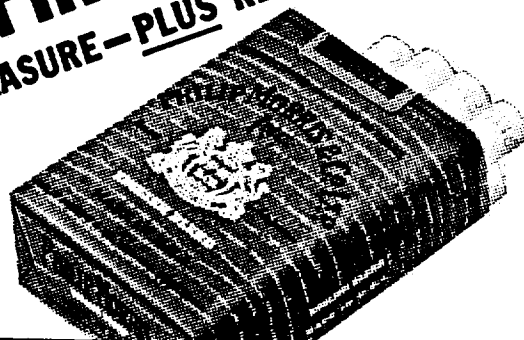
**YOU CAN'T HELP INHALING — BUT**  
**you can help your throat!**

**F**OUND by distinguished doctors — who compared five leading cigarettes, including Philip Morris — *this vital difference:*

ON COMPARING — THE IRRITANT QUALITY IN THE SMOKE OF THE FOUR OTHER LEADING BRANDS WAS FOUND TO AVERAGE MORE THAN THREE TIMES THAT OF THE STRIKINGLY CONTRASTED PHILIP MORRIS . . . AND THE IRRITATION LASTS MORE THAN FIVE TIMES AS LONG!

75

**CALL FOR PHILIP MORRIS**  
**FINER PLEASURE — PLUS REAL PROTECTION!**



**AMERICA'S FINEST CIGARETTE**

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**DO YOU INHALE?** *All smokers do — some of the time*

**F**OUND by distinguished doctors — who compared five leading cigarettes, including Philip Morris — *this vital difference:*

ON COMPARING — THE IRRITANT QUALITY IN THE SMOKE OF THE FOUR OTHER LEADING BRANDS WAS FOUND TO AVERAGE MORE THAN THREE TIMES THAT OF THE STRIKINGLY CONTRASTED PHILIP MORRIS . . . AND THE IRRITATION LASTS MORE THAN FIVE TIMES AS LONG!

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